

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Confirmation No.: 5628

Craig Mowry

Date: November 20, 2006

Serial No.: 09/756,581

Group Art Unit: 3622

Filed: January 8, 2001

Examiner: Arthur D. Duran

For: METHOD AND SYSTEM FOR ELICITING CONSUMER DATA BY
PROGRAMMING CONTENT WITHIN VARIOUS MEDIA VENUES TO
FUNCTION COOPERATIVELY

VIA EFS-WEB

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

REQUEST FOR CONTINUED EXAMINATION

Sir:

This is a Request for Continued Examination (RCE) under the provisions of 37 C.F.R. §114, of the above-identified application.

Credit card payment for the required RCE fee in the amount of \$395 (small entity) is submitted via EFS-WEB.

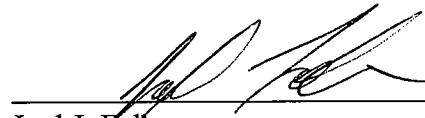
In the event the actual fee is greater than the payment submitted or is inadvertently not enclosed or if any additional fee during the prosecution of this application is not paid, the Patent Office is authorized to charge the under-payment to Deposit Account No. 15-0700.

If this communication is filed after a shortened statutory time period in said pending application had elapsed and no separate Petition is enclosed, the Commissioner of Patents and Trademarks is petitioned, under 37 C.F.R. §1.136(a), to extend the time for filing a response to the outstanding Office Action by the number of months which will avoid abandonment under 37 C.F.R. §1.135. The fee under 37 C.F.R. §1.17 should be charged to our Deposit Account No. 15-0700.

☒ If checked, please enter and consider the Amendment previously filed on October 19, 2006 under 37 C.F.R. § 1.116.

THIS CORRESPONDENCE IS BEING
SUBMITTED ELECTRONICALLY THROUGH
THE PATENT AND TRADEMARK OFFICE EFS
FILING SYSTEM ON November 20, 2006.

Respectfully submitted,



Joel J. Felber

Registration No.: 59,642

OSTROLENK, FABER, GERB & SOFFEN, LLP

1180 Avenue of the Americas

New York, New York 10036-8403

Telephone: (212) 382-0700

DAM:JJF:ck